# Ground Beef Labeling Guidelines

Here are labeling options that comply with the current Wisconsin guidelines. They include placing the fat/lean information as part of the product name or putting it in a contiguous statement (right next to the name). All other features of the label are still required. Label all ground beef product in compliance with one of the following criteria.

## A.

Label ground beef product as Lean Ground Beef or Extra-Lean Ground Beef when:<sup>1</sup>

- The product meets the criteria for the nutrient content claims of "lean" or "extra-lean".
  - The "lean" claim is less than 10 grams of fat, 4.5 grams or less of saturated fat and less than 95 mg. cholesterol per 100 grams of product.
  - The "extra-lean" claim is less than 5 grams of fat, 2 grams or less of saturated fat and less than 95 mg. cholesterol per 100 grams of product.
- You provide the label with the appropriate nutrition facts panel.

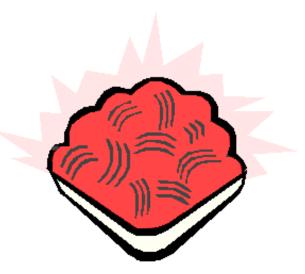
## B.

Label the ground beef product with only the percent fat statement **Ground Beef – X % fat** when you provide the label with the appropriate nutrition facts panel.<sup>2</sup>

## C.

Label the ground beef product as Lean Ground Beef – X % lean when:<sup>3</sup>

- The product meets the criteria for a "low fat" claim which is 3 grams or less of total fat per reference amount that is customarily consumed.
- You provide the label with the appropriate Nutrition Facts panel.



#### D.

Label the product as **Ground Beef** with a contiguous "Percent Fat and Percent Lean" statement provided that you:

- Do not use the "lean" or "extra-lean" qualifiers as part of the product name
- The Nutrition Facts panel would not be required at retail for this product

Example: Ground Beef 85% lean & 15% fat

#### Note:

- 1) Provide the statement of fat percentage contiguous (next to) to the statement of lean percentage.
- 2) The lettering must be the same color, size and type and on the same color background for both the fat and lean statements.
- 3) The statement of fat percentage and the statement of lean percentage may appear in either order.
  - <sup>1</sup> Reference 9 CFR 317.362.(e)
  - <sup>2</sup> Reference 9 CFR 317.362.(a)
  - <sup>3</sup> Reference 9 CFR 317.362(b)(6)